

Unleashing the Nootropic Potential of Coffee Fruit - A Sustainable Solution for Brain Health and Farmers' Livelihoods

In the realm of natural nootropics, coffee fruit and its extract has emerged as a promising candidate for enhancing brain health and cognitive performance. This extract, derived from the fruit that surrounds coffee beans, has been found to contain a variety of beneficial compounds, including high levels of polyphenols and other powerful antioxidants.

Historically, the coffee fruit has often been discarded during the coffee production process, but recent research and our own work dealing directly with our farmers has shown that utilizing this fruit can provide them with additional income, contribute to a more sustainable approach to coffee cultivation and provide the end consumer with a wide range of health benefits. The coffee fruit, also known as the coffee cherry, is rich in antioxidants and polyphenols, which have been linked to improved brain function and cognitive performance.

A study published in the Journal of Alzheimer's Disease found that whole coffee fruit extract improved brain health in adults, specifically enhancing attention, executive function, and processing speed compared to a placebo group

Coffee fruit extract has been shown to increase brain-derived neurotrophic factor (BDNF), a potent brain protein that encourages neurons to form new connections faster and protects them from aging

This increase in BDNF can lead to faster learning and improved cognitive performance, as well as reducing anxiety and stress in a wide variety of age groups.

As the first company in Indonesia to licence and use of whole coffee fruit as a food source we are not only providing benefits for brain health but also contributing to a more sustainable coffee production process. By rescuing and preserving the coffee fruit, which has historically been discarded as waste, we can reduce waste and promote a more environmentally friendly approach to coffee cultivation

The nootropic benefits of coffee fruit extract offer a promising solution for enhancing brain health and cognitive performance. As research continues to uncover the potential of coffee fruit, it is clear that this natural superfood has the potential to make a significant impact on both individual brain health and the global coffee industry.

Coffee Fruit Facts:

Boosts BDNF - a potent brain protein that influences nerve growth and has an important role in learning, memory, and behavior

Improved mood - Coffee fruit extract has been associated with reduced fatigue/inertia and increased vigour/activity in participants, as assessed by POMS (Profile of Mood States)

Enhanced alertness - Following low (100 mg) and moderate (300 mg) doses of coffeeberry, participants reported increased alertness during the performance of cognitively demanding tasks

Improved cognitive performance - Coffeeberry extract has been observed to improve accuracy on the Rapid Visual Information Processing (RVIP) task, suggesting a pattern of increased engagement following coffeeberry

Neuroprotective effects - The chlorogenic acid in coffee fruit extract is a strong anti-inflammatory that protects cells from oxidative damage and cellular stress, and it has neuroprotective properties